

4 FEB 1981

MEMORANDUM FOR THE RECORD

SUBJECT: DDA Exchange Reader Survey Results

1. In our October 1980 issue of the DDA Exchange, we published a survey designed to test attitudes about the Exchange and its content in general, and about the theme publication, DDA in the 1990s, in particular.

2. We received 86 responses to the questionnaire. Generally, they reflect a favorable impression of the Exchange, its utility, and its contents. The respondents also preferred a mix of theme and non-theme articles, though they overwhelmingly liked the first theme publication, DDA in the 1990s. This last result was quite heartening, because it was our fear that the "futuristic" theme was too technical for the general reader. A detailed breakdown of responses is attached.

3. As part of the questionnaire, we also asked for suggestions for future articles or theme publications. We received quite a few ideas. I was disappointed with some of them to the extent that they were heavily personnel oriented. We will try to pursue some of those suggestions that have general appeal. By far, the most frequent suggestion asked for more "personality profiles." We plan to experiment with this idea in the next few issues. A listing of most of the content suggestions is attached, as well as a list of a number of format suggestions or complaints, the most prevalent of those being a concern for the cost of the publication.

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Attachments:  
A/S

## Content Suggestions

Effects of man/machine interface  
 Biographic profiles of outstanding CIA personnel (5)  
 Projects in NFAC, DDS&T, and DDO which impact DDA  
 In-depth review of OS  
 DDA resources available to the individual  
 The Reagan influence on the future of the I.C.  
 Overseas tour incentives

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[REDACTED]  
 Dynamic action vs. bureaucracy

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Career development for professionals  
 Personnel management from office to office, directorates, etc.  
 Pro and con articles on personnel topics  
 Impact of Civil Service changes  
 Interface of CIA And DoD  
 [REDACTED]

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APEX  
 Successes within the Suggestion Awards Program  
 Status of CT curriculum revision  
 Reaction to new PAR  
 Recreational facilities  
 Implementation of NAPA suggestions  
 Reinvestigation Program  
 Paid Parking  
 Compressed Work Week  
 Interesting assignments of personnel  
 "War Stories"  
 Physical fitness in the DDA  
 Rotational programs  
 Realistic planning for office space  
 Employee benefits  
 New Building plans  
 CIA Training and Education in the 90s  
 Women moving into professional status  
 Management interface methods  
 Training opportunities in the DDA  
 Who does what and how offices interrelate  
 Jobs at GS 7-12 levels (hard-to-fill) showcase  
 Word processing  
 Current recruitment policy  
 Experience with attrition, longevity, ages, education, etc.  
 Career opportunities  
 Personnel management  
 Promotion criteria  
 Career counseling  
 Career tracking  
 Relationship with Congressional Oversight Committees  
 A day in the life of . . . (whatever)

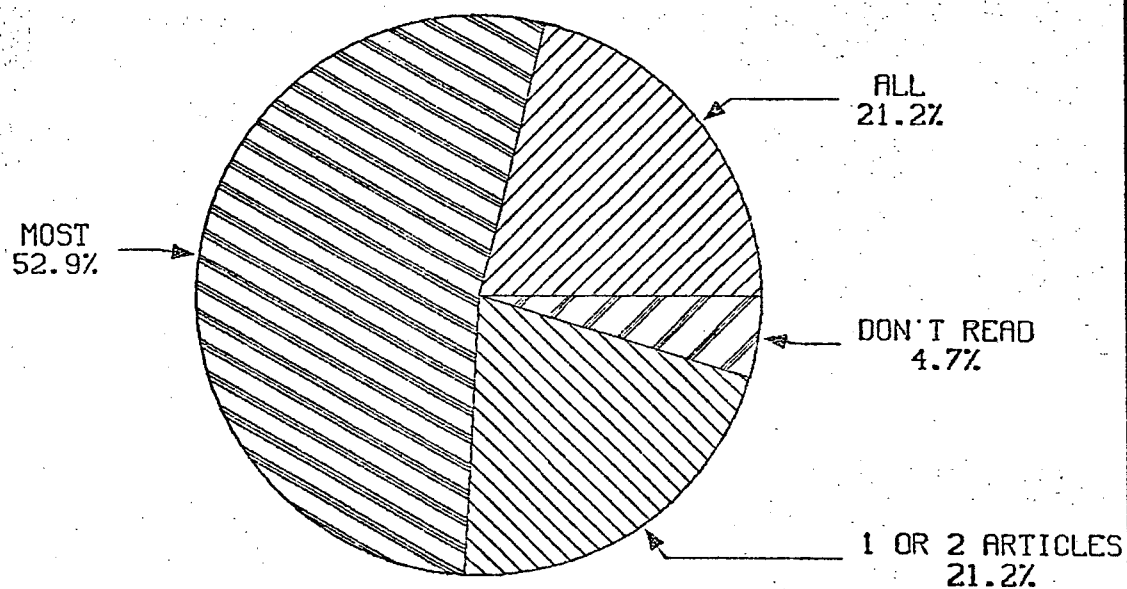
A secretary in the DDA  
Interviews with successful AIM candidates  
Shuttle bus drivers feature  
DDA - changes since 1960  
Competitive promotions  
Future staffing  
Unit objectives and techniques for accomplishment  
Personnel development figures  
Current and proposed DDA office major activities affecting  
the Agency  
Discussion of MPA/PRA accounts  
Communication  
Human factor planning  
ZBB  
Incentive awards with shrinking budgets  
People vs. machines  
Managerial style change  
Training - experiential vs. classroom artificiality  
Other directorates  
Overseas support  
Electronic printing  
Retirement and insurance information  
Doing more with less  
Stress management  
Security in all offices  
Accountability must be revived and tied to  
responsibility

## Format

## Complaints-Suggestions

Some articles too long  
Publication too expensive  
More pictures - especially of authors  
Suspend publication  
Unclassified section for take-home reading  
"I've never seen this publication"  
More "guest" articles  
Cartoon features  
Opinion polls  
Too much "Show & Tell" - not enough idea exchange  
More "passionate" pro-con discussions

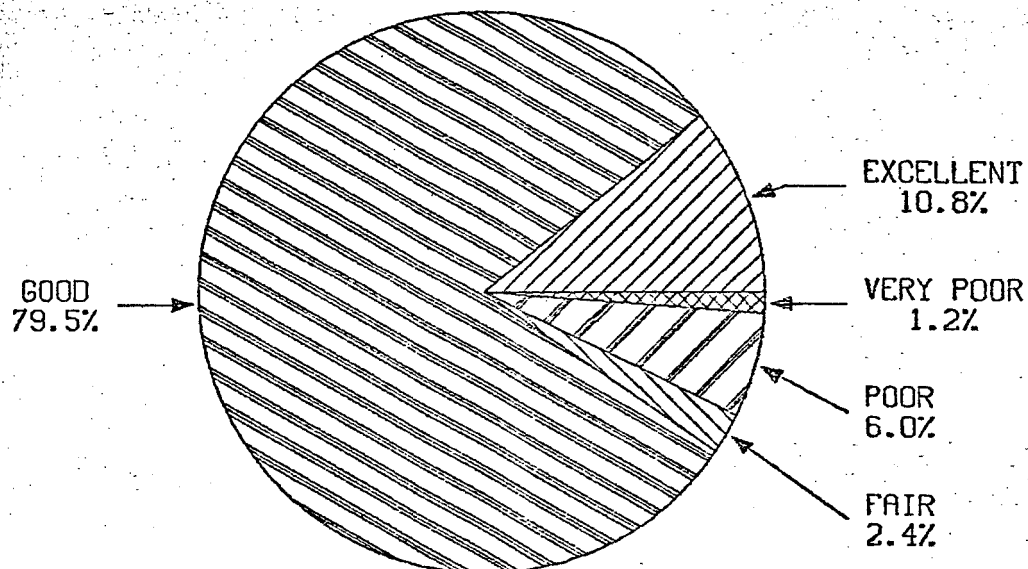
EXCHANGE READER SURVEY RESULTS  
HOW MUCH OF EXCHANGE DO YOU NORMALLY READ?



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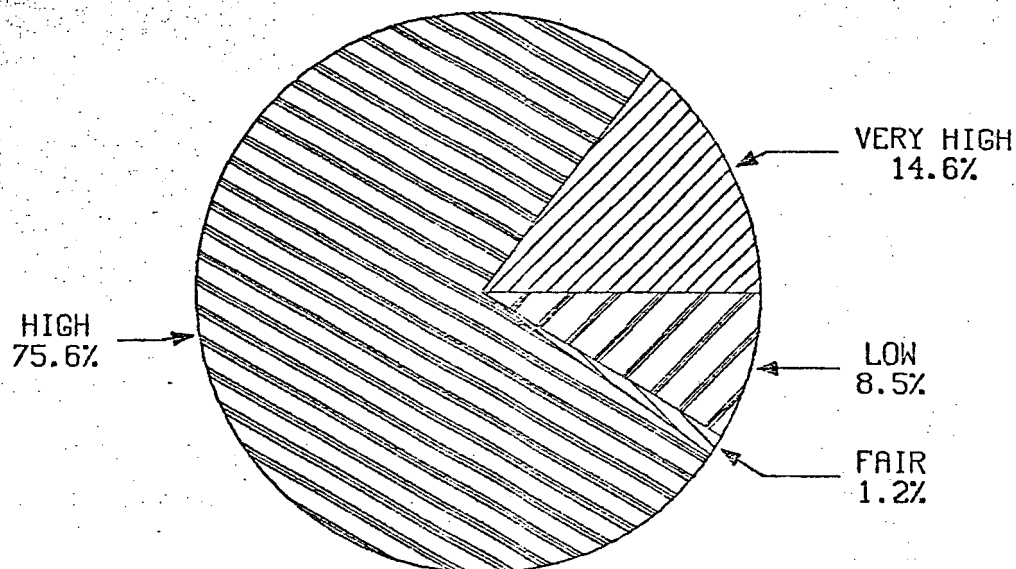
### EXCHANGE READER SURVEY RESULTS

HOW DO YOU RATE EXCHANGE AS  
A SOURCE OF INFORMATION?



EXCHANGE READER SURVEY RESULTS

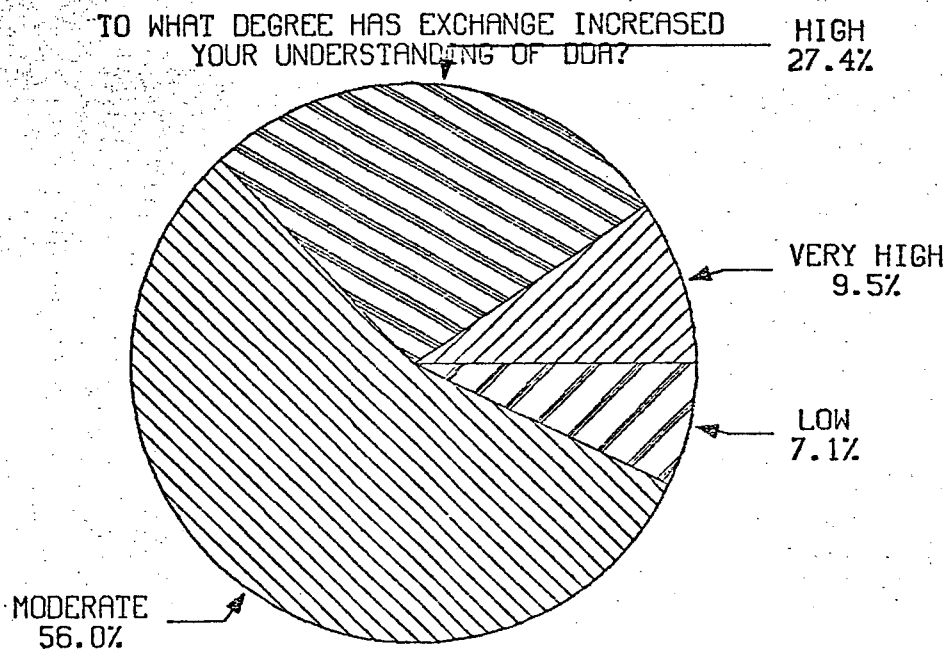
WHAT IS YOUR OPINION OF THE  
GENERAL QUALITY OF EXCHANGE?



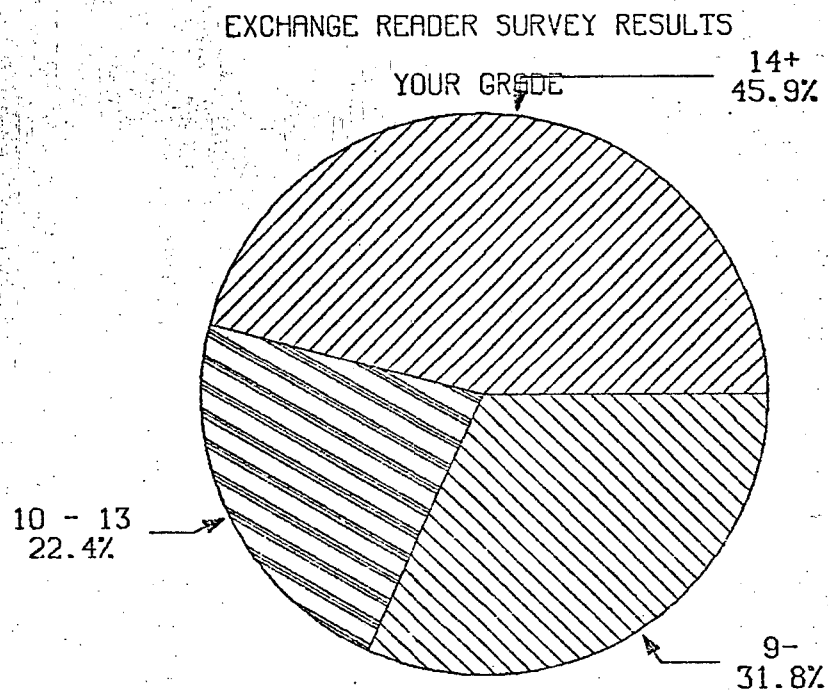
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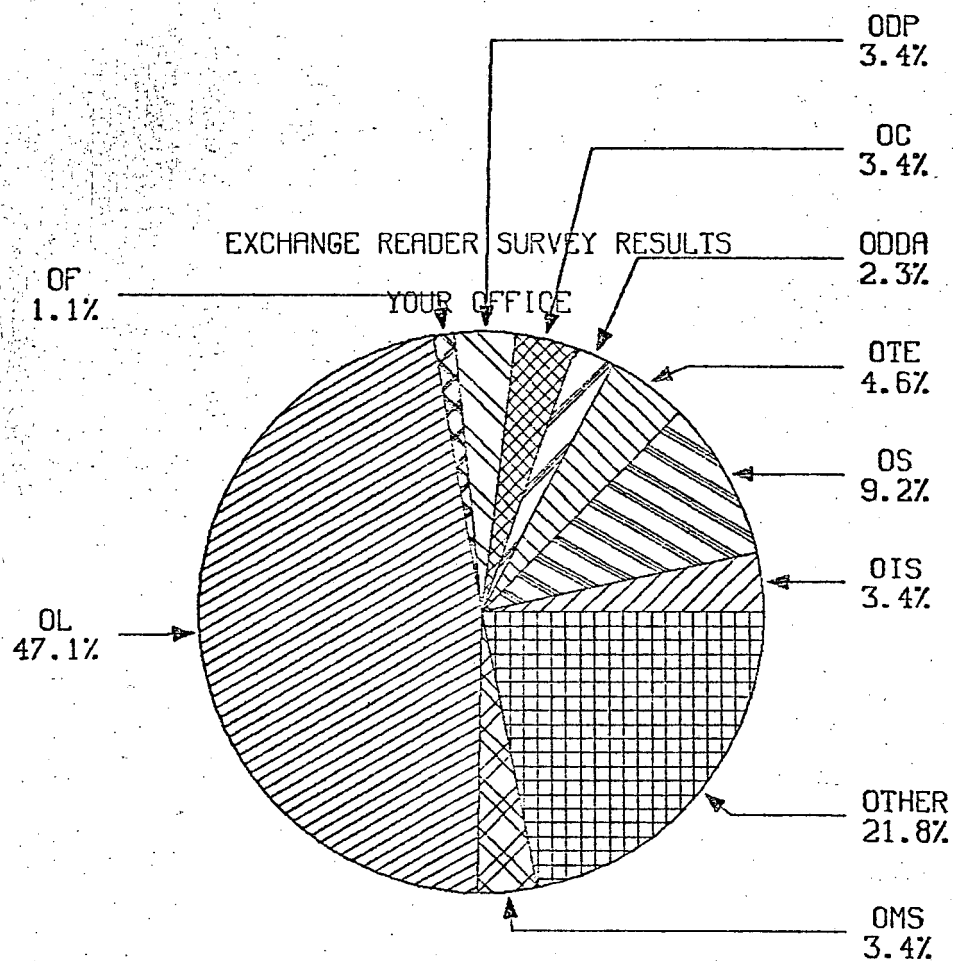
### EXCHANGE READER SURVEY RESULTS

TO WHAT DEGREE HAS EXCHANGE INCREASED  
YOUR UNDERSTANDING OF DDA?



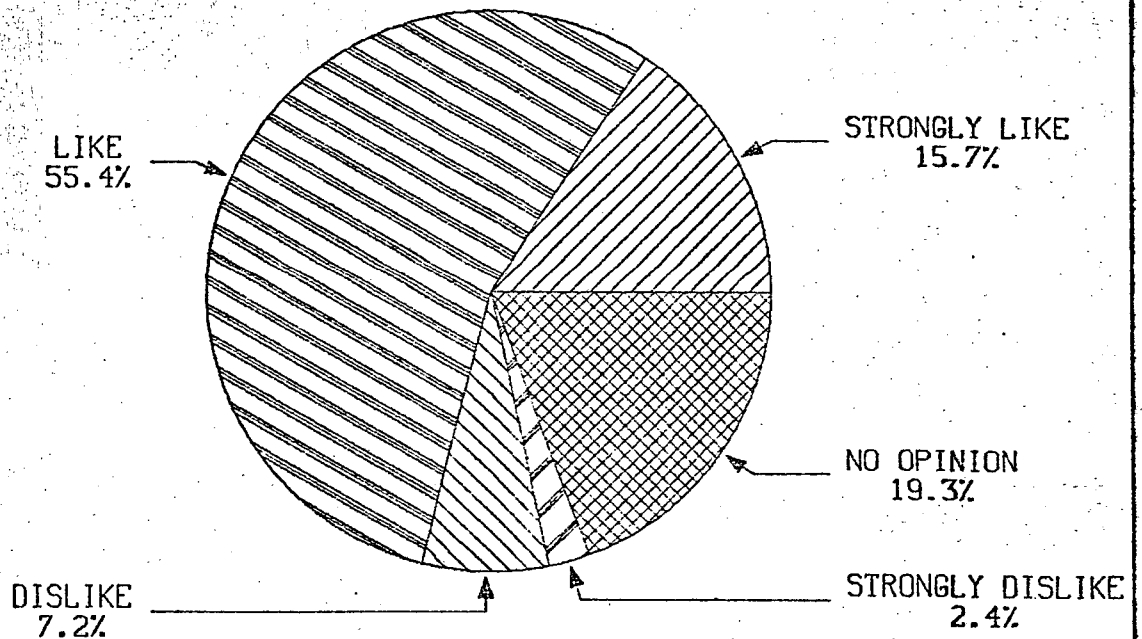
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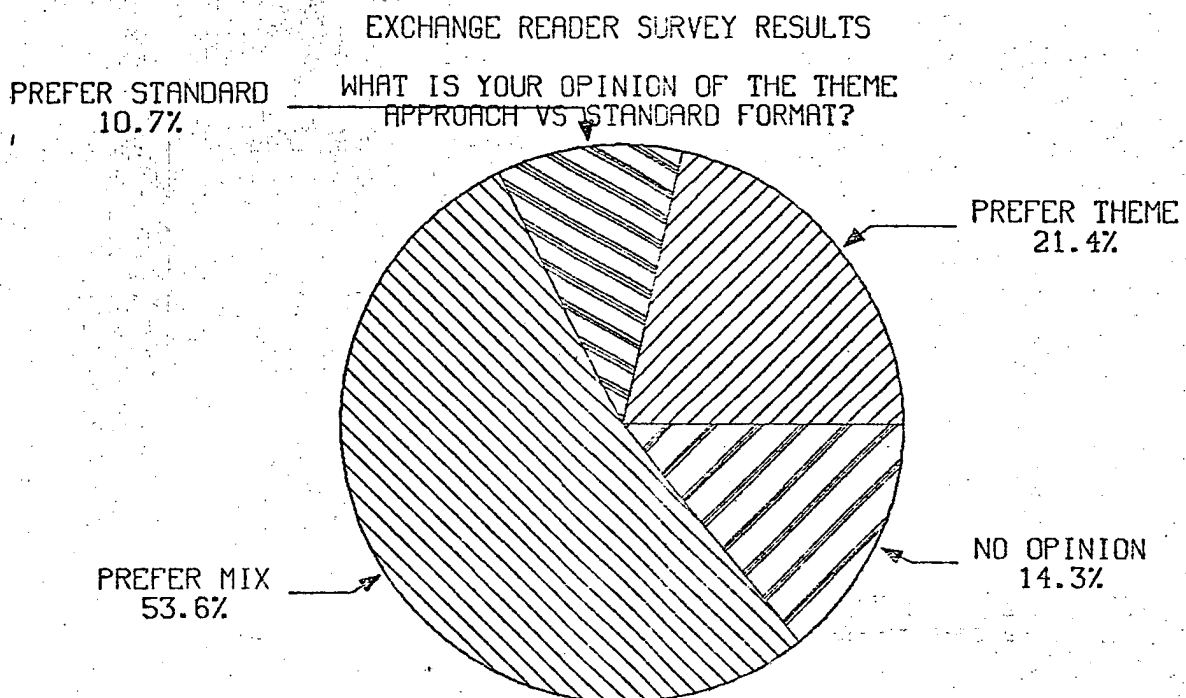


EXCHANGE READER SURVEY RESULTS

WHAT IS YOUR OPINION OF THIS  
PARTICULAR THEME PUBLICATION



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